PHILIP MORRIS INCORPORATED

Exhibit 5

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Mr. H. B. Merritt

Date: August 4, 1960
Reissued August 15, 1960

From: R. B. Seligman

Subject: Coal Strength Measurement of 100% BL Cigarettes (Bentonite Binder)

On August 1, 1960, Mr. W. G. Lloyd relayed the following information to me by telephone. The data were obtained by measuring the coal strength on special 100% BL samples which we at the Research Center submitted to the Quality Control Laboratory for evaluation. Two samples were submitted: No. 273A, a control sample made from pilot plant BL which was manufactured with the normal binder formulation, and No. 273B, an experimental pilot plant BL made with 50% bentonite replacing CMC in the binder formulation. Two types of coal strength measurements were made by the Quality Control Laboratory; one using the force gauge which measures the force required to remove the ash from the burning cigarette, and the other an impact gauge test where the burning ash is knocked from the cigarette by striking the cigarette with a given force at the distance of four millimeters behind the burning coal. The results of these two tests are listed in the two tables below:

Force Gauge Test

Sample Code	g of force*	% weak[1]	% very weak[2]	Number of cigts. tested
273A	26.78	13	2	100
273B	29.04	9	3	100
273A	28.36	2	0	50
273B	29.44	4	1	50

1 "Weak" described as requiring 18 g of force or under to remove coal.

2 "Very weak" described as requiring 14 g of force or under to remove coal.

* All the values recorded in this column were extremely high for 100% BL cigarettes.

Impact Gauge Test**

Sample Code	% coals removed in 100 cigts. test	% coals removed in 50 cigts. test
273A	83	82
273B	67	70

** For comparison, this impact test removes 35% of the coals from a Parliament cigarette.

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Source: https://www.industrydocuments.ucsf.edu/docs/qjmx0000

By copy of this memo I am informing Mr. Lloyd of my recounting of his telephone conversation. Should any of the information presented in this memo be incorrect, I would appreciate his contacting me immediately.

/hj
cc: Mr. W. G. Lloyd

R B Seligman

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Source: https://www.industrydocuments.ucsf.edu/docs/jpdd0000